TONY ROBBINS

CREATING LASTING CHANGE™
Summary Cards

Dear friend,

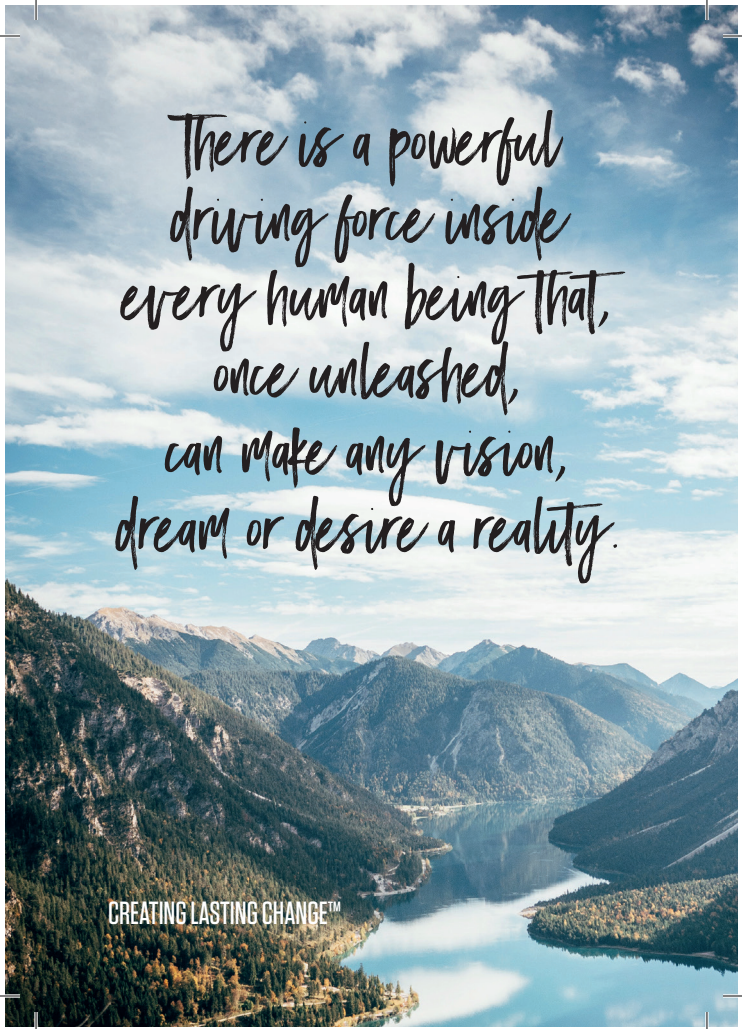
Leadership is more than a title or a box on an organizational chart. True leadership comes from the ability to effect positive change in others. Learning how to help others create and sustain change will impact every area of your life, from your family to your work team to your community.

These Summary Cards are your portable reminders to support you as you move through your day. Just select the cards with the skills you're currently working on and carry them with you in your pocket, bag or car. Consistency is key!

Remember, for changes to be of any true value – for yourself or others – they've got to be lasting and consistent.

Live with Passion!

Tony Robbins


There is a powerful
driving force inside
every human being that,
once unleashed,
can make any vision,
dream or desire a reality.
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HUMAN NEEDS PSYCHOLOGY

Human Needs Psychology answers the age-old question: *Why do we do the things we do?*

Its aim is to help people eliminate existing disempowering patterns and create **new positive patterns** to make consistent choices for long-term fulfillment.

Ideally, these positive patterns:

- Feel good
- Are good for the individual
- Are good for others
- Serve the greater good

THE TRIAD: THE 3 MOLDERS OF MEANING

Three factors shape all decisions we make in the moment:

1. **Patterns of Physiology**
   How you use your physical body – breath, posture, movement, etc.
2. **Patterns of Focus**
   Whatever you focus on, you will feel.
3. **Patterns of Language / Meaning**
   The meaning of our experiences change as soon as we put words to them.

MODEL OF THE WORLD: THE 3 FORCES OF DESTINY

Our Model of the World affects our long-term decisions.

Force 1: The Driving Force
Your 6 Human Needs (The Target)

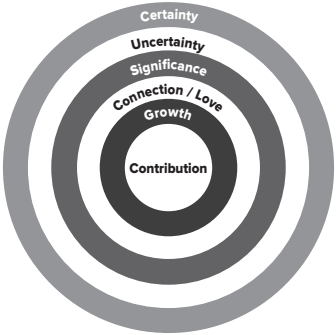
Force 2: The Guiding Force
Your Belief Systems (The Rulebook of Life)

Force 3: The Fuel of Choice
Emotions (Where You Live)

These three forces create the filter through which we interpret life and then make decisions.

THE 6 HUMAN NEEDS

There are six fundamental needs that every person has in common. All behavior – positive, negative or neutral – is simply an attempt to meet these needs.



YOU CAN MEET ANY OR ALL OF THESE NEEDS BY CHANGING EITHER YOUR *PERCEPTION* OR *PROCEDURE*.

THE FORMULA FOR HAPPINESS

When someone's present **Life Conditions (LC)** don't match their core expectations, or **Blueprint (BP),** they will experience unhappiness.

To help others transform their lives, help them create equality between their Life Conditions and their Blueprint.

LC = BP

To create equality, you can help them:

1. Change their Life Conditions
2. Change their Blueprint

You don't always get your goals, but you always get your standards.
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3 QUESTIONS FOR CHANGE LEADERSHIP

1. What does this person really want and need?
2. What's preventing them from getting it?
   - What state are they in?
   - What is their Model of the World?
3. How can you help them get from where they are to where they want to be?

THE 7 MASTER STEPS

Step 1: Connect: Understand & Appreciate Their World

Step 2: Connect & Get Leverage: Find What Makes Change a Must

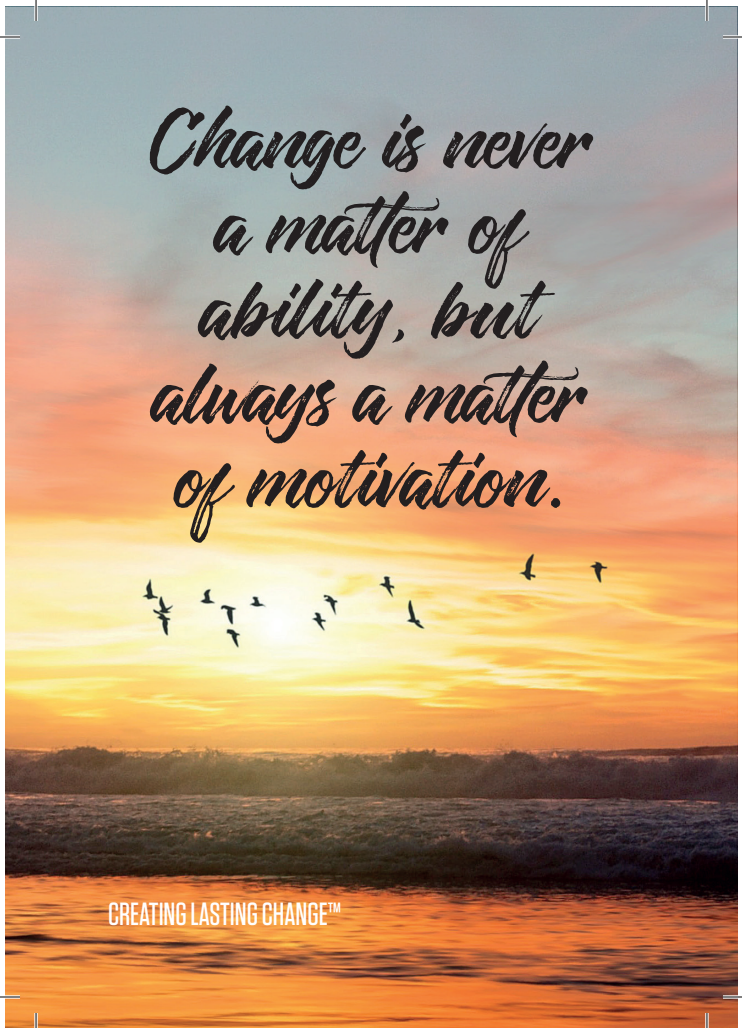
Step 3: Interrupt & Annihilate the Limiting Patterns

Step 4: Define the Problem in Solvable Terms

Step 5: Create Empowering Alternatives

Step 6: Condition the Change: Until It Becomes a Habit

Step 7: Test & Check for Ecology: Link to a Higher Purpose & Empowering Environment


Change is never a matter of ability, but always a matter of motivation.
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THE 7 ELEMENTS OF THE GUIDING FORCE

The seven categories of beliefs that affect how people create meaning in their life:

1. **Global Belief System (B.S.)**
2. **Identity**
3. **Values: Deepest Desires / Greatest Fears**
4. **Rules: The Source of Heaven or Hell Within**
5. **Vehicles / Virtual Villains**
6. **Situation Specific Beliefs (SSBs)**
7. **Metaprograms**

MIXING IN THE FUEL OF CHOICE

A person's fuel of choice is the emotions they experience consistently.

Pay attention to:

- Their most dominant **emotional states**.
- The pattern of their **body / physiology, focus and language**.
- How they use the **environment** to meet their needs.

You can't influence someone when you're judging them.
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5 KEYS TO GET LEVERAGE

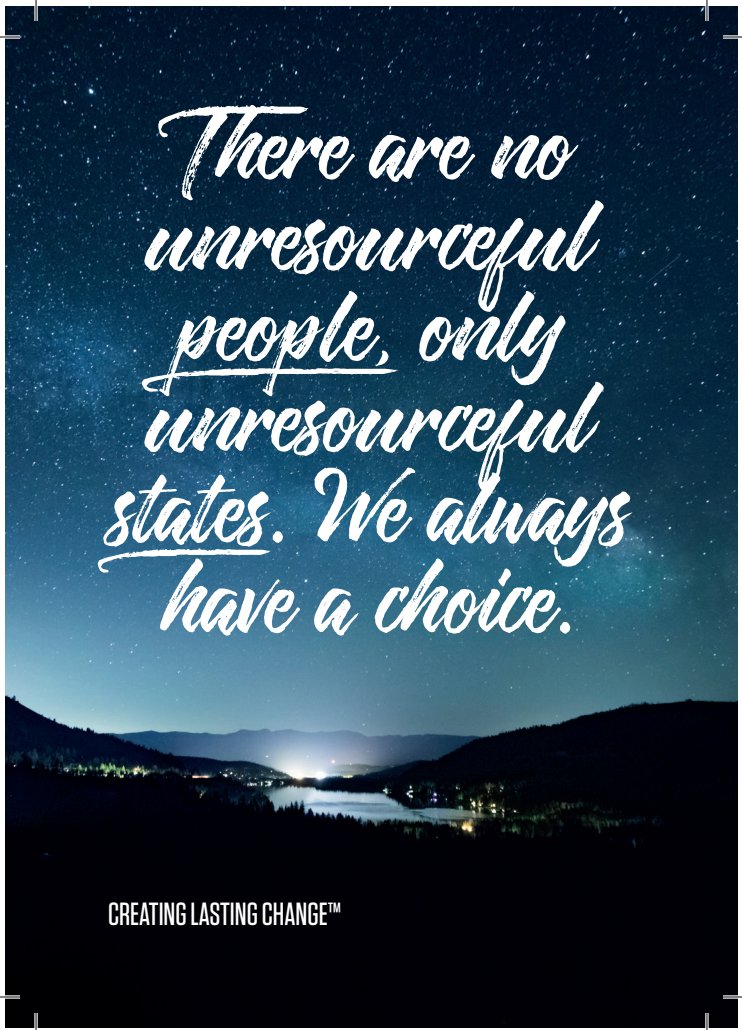
1. **Understand their world** so you can identify what could be points of leverage.
2. The “right” leverage is **different for different people.**
3. Leverage must be **immediate**.
4. Find the leverage that **meets the person’s needs, Model of the World and beliefs**.
5. It may **take a few tries** to find the right leverage.

USE FRAMING TO GET LEVERAGE

1. **Pre-Framing:** Tell someone in advance what to pay attention to and what it is going to mean to them.
2. **Re-Framing:** Change what an existing problem means by having them see it through another frame of reference.
3. **De-Framing:** Destroy the frame of reference for someone caught up in a particular element.

4 KEYS TO FRAMING

1. **Rapport** is essential.
2. **Use questions** whenever possible.
3. **Interrupt their pattern** to put them in a new state.
4. **Constantly change their physiology** without their awareness.


There are no unresourceful people, only unresourceful states. We always have a choice.
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PATTERN INTERRUPTS

All change is simply the interruptions of patterns.

1. Break the pattern.
2. Reinforce the new pattern.
3. Condition the change.

THE OUTCOME IS TO CONSISTENTLY, APPROPRIATELY AND OUTRAGEOUSLY INTERRUPT THE PATTERN TO CREATE NEW CHOICES AT ANY MOMENT IN TIME.

3 PRIMARY PATTERNS TO BREAK

1. **Patterns of Physiology**
   Temperature, body language, facial expressions, tonality, tempo, etc.

2. **Patterns of Focus**
   Do or say something that's outside of what's considered "acceptable."

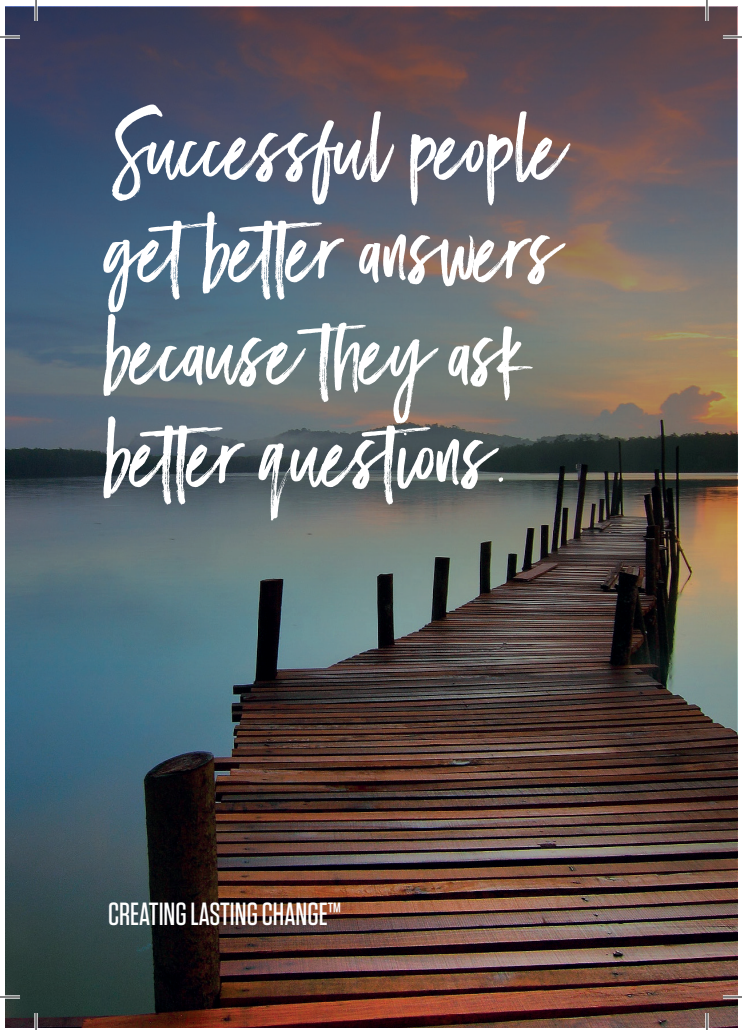
3. **Patterns of Language / Meaning**
   Interrupt habitual words or meanings.

DISTINCTIONS FOR BREAKING PATTERNS

Questions: Use questions to find out what's going on AND as a resource for breaking patterns.

Be Aware: Most controlling patterns are unconscious.

Find the Source: Look for consistent emotional patterns that degrade the quality of the person's life.


Successful people
get better answers
because they ask
better questions.
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DEFINE THE PROBLEM IN SOLVABLE TERMS

1. **Define the problem.** What do they *really* want?
2. **Help the person define what is lost.** What needs or feelings need to be restored?
3. **Look for what's really stopping them, not what they *think* is stopping them.**

OFTEN, THE SOLUTION CAN BE FOUND BY CHANGING THE FILTER OF HOW THE PERSON IS LOOKING AT THE SITUATION.

PATTERN RECOGNITION

Once you understand the pattern a person is running, you can then utilize that pattern to create change.

1. Recognize the pattern.
2. Utilize the pattern to create change.
3. Start creating new empowering patterns.

PATTERN RECOGNITION IS POWER!

3 LEVELS OF MASTERY

1. **Change your state in a moment.**
   Lead yourself.

2. **Change your state in any environment or context.**
   Make your worst your best.

3. **Consistently live in a peak state.**
   Condition the emotional habits to live at the peak.

DECISIONS SHAPE DESTINY

All decisions are controlled by what we link to pain and pleasure.

The 3 Sources the Brain Uses to Process Pain:

1. What's **unique** to the situation.
2. What's happened **recently**.
3. What's happened **consistently**.

2 ELEMENTS OF EVALUATION

1. **Your State:** The state you're in determines how you'll make evaluations.

2. **The Questions You Ask Yourself:**
   - **Your Primary Question:** the dominant question that consistently filters your conscious and unconscious thinking.
   - **Questions you ask yourself on a day-to-day basis.**

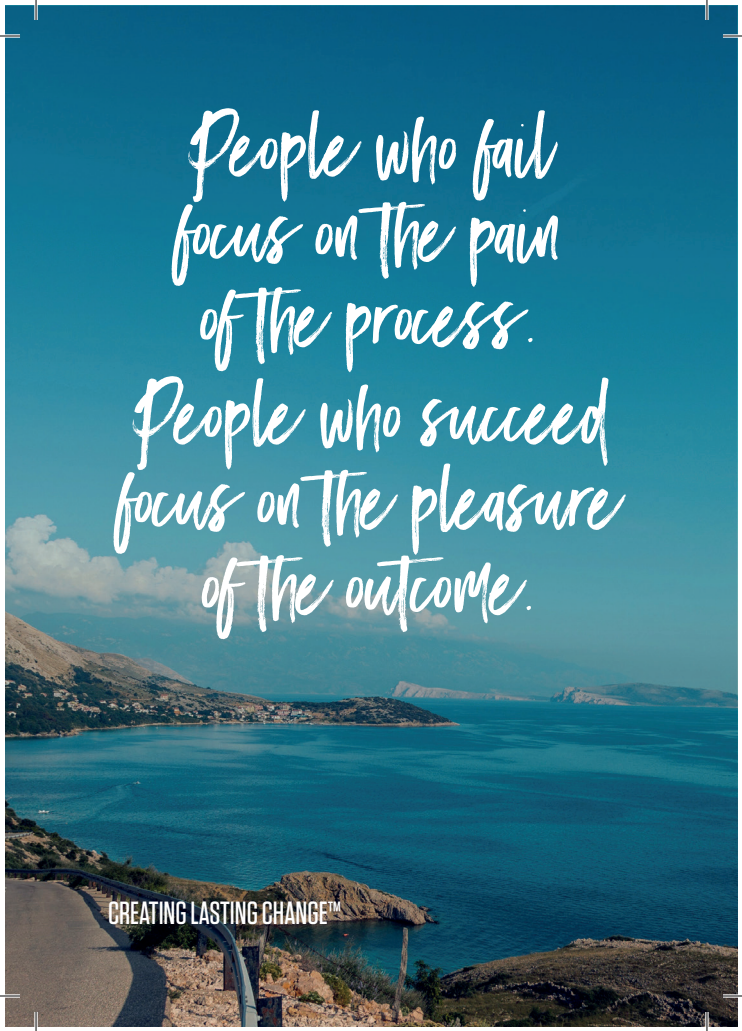
QUESTIONS THAT ACCESS NEW RESOURCES

Problem-Solving Questions:

1. What can I learn from this?
2. What's great about this?
3. What is not perfect yet?
4. What am I willing to do to make it the way I want it?
5. What am I willing to stop doing to make it the way I want it?
6. How can I enjoy the process?

Questions That Create Success:

1. Did I give / Am I giving my full effort? How can I give my full effort now? If I were to give my full effort, what would happen?
2. Did I learn / Am I learning something? How can I begin to learn something new? If I begin learning now, what will happen?


People who fail
focus on the pain
of the process.
People who succeed
focus on the pleasure
of the outcome.
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DEFUSING NEGATIVE WORDS / PHRASES

Angry ⟶ Disenchanted
Depressed ⟶ Calm before action
That stinks ⟶ That's a little aromatic
Failed ⟶ Learning
I hate... ⟶ I prefer...
Irritated ⟶ Stimulated
Overwhelmed ⟶ Popular
Rejected ⟶ Misunderstood
Lonely ⟶ Unoccupied

THE LABEL YOU PUT ON YOUR EXPERIENCE BECOMES YOUR EXPERIENCE.

AMPLIFYING POSITIVE WORDS / PHRASES

Comfortable ⟶ Smashing
Determined ⟶ Unstoppable
Fast ⟶ Ballistic
Fortunate ⟶ Unbelievably blessed
Great ⟶ Phenomenal
Interested ⟶ Enthralled
Enjoy ⟶ Relish
Paying attention ⟶ Incredibly focused
Smart ⟶ Brilliant
Good ⟶ Ecstatic

EXPAND YOUR VOCABULARY; EXPAND YOUR LIFE.

VEHICLE ANALYSIS

Vehicles are the methods a person uses to try to meet their needs.

1. Help someone identify negative or disempowering vehicles. Vehicles can include things like a job, a relationship, eating, drinking, smoking, shopping, donating time to charity, etc.

2. Exchange disempowering for vehicles that can meet the same needs in a more empowering, fulfilling manner.

ANCHORING

An anchor is a created association between a specific stimulus and a specific state.

The stimulus can be:

- Sight
- Sound
- Touch
- Smell

Any time you learn to associate an emotional state with a particular trigger, in the future all you have to do is turn on the trigger and you will feel the state.

4 STEPS TO CREATE AN ANCHOR

Step 1: Catch the person in a peak state or put them in a peak state.

Step 2: At the peak state, consistently do something unique.

Test to see if it works:

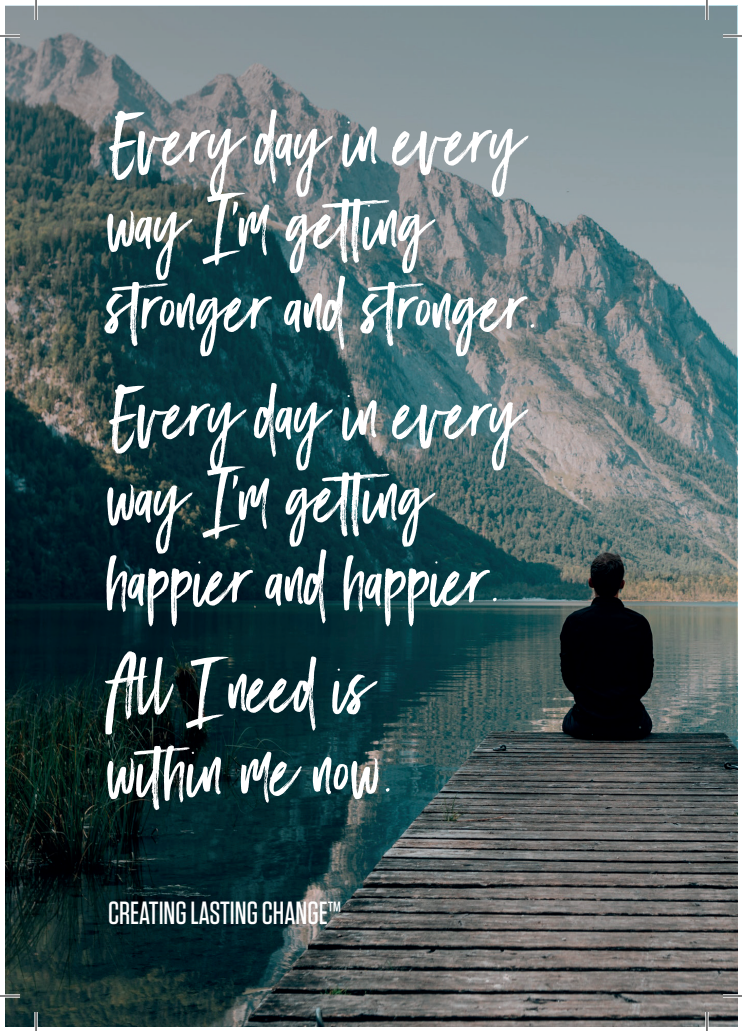
Step 3: Interrupt their pattern.

Step 4: Re-fire the trigger.

GETTING RID OF A NEGATIVE ANCHOR

Step 1: Create a series of positive anchors more powerful than the negative one.

Step 2: Put the person in a peak state and at the peak do something unique.


Every day in every way I'm getting stronger and stronger.
Every day in every way I'm getting happier and happier.
All I need is within me now.
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HELP OTHERS CREATE AN EMPOWERING PEER GROUP

- Help them identify environments that support the changes they want to make.
- Encourage them to join a positive organization or group.
- Have them get an accountability partner.
- Help them identify a role model or mentor they can connect with.

THE QUALITY OF YOUR LIFE IS A DIRECT REFLECTION OF THE EXPECTATIONS OF YOUR PEER GROUP.

10 WAYS TO TRANSFORM IDENTITY

1. Give the person an experience that transforms their identity.
2. Help them change their physiology.
3. Help condition them to live in empowering emotional states.
4. Enhance and affirm their identity through incantations.
5. Enroll their peer group to help shape their identity.
6. Use positive reinforcement.
7. Help them link so much pain to the old identity that they have to shift.
8. Get them to act “as if.”
9. Provide a more compelling future.
10. Help them master more skills.

WHAT IT TAKES TO BE A GREAT LEADER

1. **Show up as a leader in terms of your state.** Align your state with your standards.
2. **Create and maintain rapport.** Little things matter, like giving a sincere compliment.
3. **Be able to truly have the capacity to make others feel loved and significant.**

LEADERSHIP IS NOT JUST A SKILL. IT'S A STATE OF CARING, RAPPORT AND A SET OF CONSISTENTLY HELD STANDARDS.

Great leadership –
quality leadership –
is servant leadership.
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MEASURING YOUR DEPTH OF LEADERSHIP

What is your depth of impact?

Level 1: Leadership in the moment.

Level 2: Leadership in a challenging context.

Level 3: Leadership across contexts.

Level 4: The ability to influence others for the greater good.

THE STRONGER YOU ARE AT YOUR ABILITY TO PENETRATE ANOTHER HUMAN BEING'S SOUL, THE GREATER A LEADER YOU ARE.

MEASURING YOUR BREADTH OF LEADERSHIP

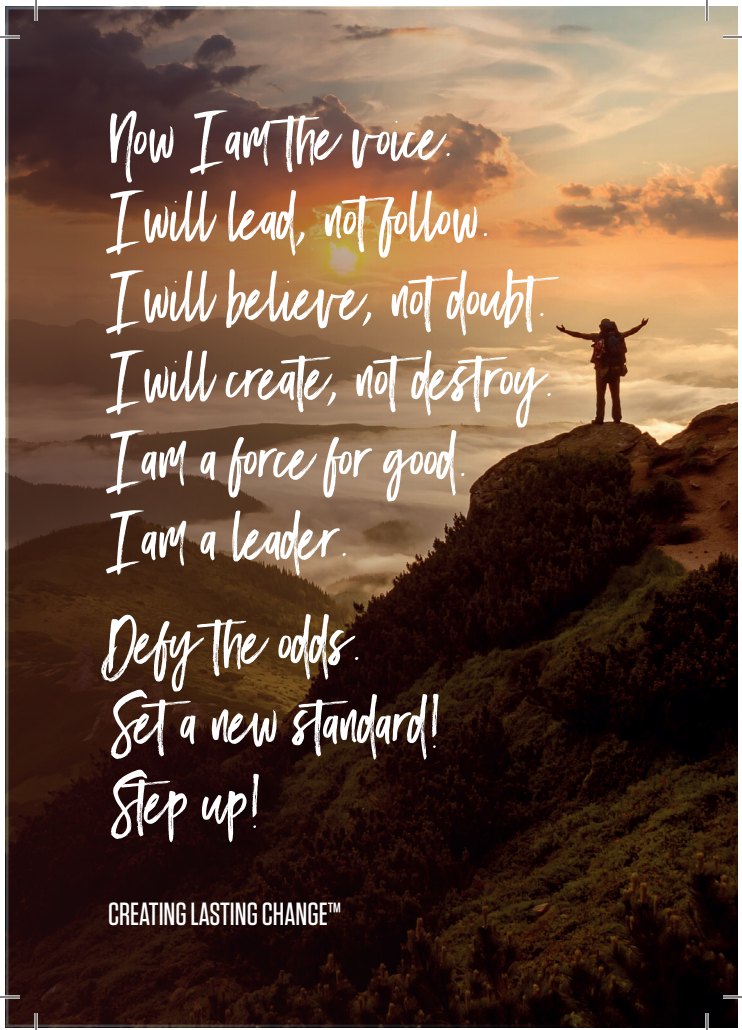
What is your scale of influence?

Scale 1: You are able to influence yourself consistently for the greater good.

Scale 2: You can lead other people individually.

Scale 3: You are able to influence a large number of people at whatever depth you've mastered.

Scale 4: You create a culture.


Now I am the voice.
I will lead, not follow.
I will believe, not doubt.
I will create, not destroy.
I am a force for good.
I am a leader.
Defy the odds.
Set a new standard!
Step up!
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